

WHAT IS CLAIMED IS:

1. A location information system connected to a plurality of contents providing servers through a network, for processing a keyword name provided from a user terminal through a mobile communication network,
5 comprising:

a keyword name database for matching an Internet address on the network, a keyword name, and location information, and storing them;

a processing server for requesting a user's location information from the mobile communication network system when the keyword name provided from the user terminal is transmitted through the mobile
10 communication network system; and

a keyword name server for searching the keyword name database to find an Internet address on the basis of the location information and the keyword name provided from the mobile communication network system, and providing the Internet address to the processing server, wherein the
15 processing server receives contents from a contents providing server having the Internet address and provides the contents to the user terminal.

2. The system of claim 1, wherein the processing server comprises:

a contents requester for requesting the contents from the contents providing server having the Internet address, and receiving corresponding
20 contents; and

a contents converter for converting the contents into a format available to the user terminal, and providing the converted contents to the
25 mobile communication network system to provide the corresponding

contents to the user terminal.

3. The system of claim 1, wherein the contents converter determines whether the format of the contents provided by the contents providing server is matched with the format available to the user terminal, and when they are not matched, the contents converter converts the contents into a format available to the user terminal.

4. The system of claim 1, wherein the mobile communication network system measures the location of the user terminal according to a location information request by the processing server, and provides corresponding location information to the processing server.

5. The system of claim 1, wherein the system further comprises a proxy server for securing the keyword name provided by the user terminal and providing the secured keyword name to the processing server, and when the keyword name provided from the mobile communication network system is input not through the proxy server, the processing server transmits an error message to the mobile communication network system so that the user terminal may provide the keyword name through the proxy server.

6. The system of claim 1, wherein the keyword name includes Korean characters.

7. A method for providing location information using a keyword name in a system connected to a user terminal through a mobile communication network system, comprising:

requesting the user's location from the mobile communication network system when the keyword name provided from the user terminal is transmitted through the mobile communication network system;

searching a keyword name database to find an Internet address on the basis of the location information provided from the mobile communication network system and the keyword name; and

receiving contents from a contents providing server having the Internet address, and providing the contents to the user terminal.

8. The method of claim 7, further comprising:

determining whether the format of the received contents is matched with the format available to the user terminal;

converting the contents into the format available to the user terminal and providing them to the user terminal when the formats are not matched; and

providing the contents to the user terminal without conversion when the formats are matched.

9. The method of claim 7, further comprising:

determining whether the keyword name provided from the user terminal is input through a proxy server installed in the system; and

transmitting an error message to the mobile communication network system when the keyword name is input not through the proxy server so that the user terminal may provide the keyword name through the proxy server.